

The Holman Stadium Ad Hoc Committee
Report On the Future Use of Holman Stadium

February 2, 2010

January 28, 2010

To: Mayor Lozeau, The Board of Alderman, The Board of Public Works

From: The Holman Stadium Ad Hoc Committee

Please find attached the final report on recommendations for the programming of Holman Stadium for 2010 and beyond. The advisory group meetings were well attended and very constructive. I would like to thank the following members of the committee for contributing their time to the group. Joe Bellavance, Donna Brink, Rob Ciarlo, Alderman David Deane, Bob Defresne, Scott Insigna, Tony Johnson, Fred Lajoie, Brian Lawrence, Joanne Merrill, Scott Painter, Scott Rosenthal, John Stabile, and Frank Ulcickas

The group broke down its recommendations into the following categories.

- Stadium History
- Report Summary
- User Fee's
- Marketing
- Concessions
- Concerts and Special events
- Policies and procedures
- Operating Costs
- Schedule

We hope that the group's information will provide a pathway for Holman's future. The group is looking forward to future meetings in order to analyze the events of 2010 and help plan for 2011.

Nicholas Caggiano
Superintendent
Nashua Parks and Recreation Department.

Holman Stadium Background

Holman Stadium was built and dedicated in 1937. At the time of its construction, Nashua had a population of approximately 32,000. The land on which it is located was donated to the City by a local resident. Constructed during the “Great Depression”, the Stadium was built by Federal Work Relief Program personnel and labor. (ie. CCC/WPA).

From the time of its construction, the facility has hosted a myriad of athletic, non-athletic and community events. From five Professional baseball franchises to fireworks, high school sporting events, graduations, marriages, youth athletic events, scholastic field days, college athletic events, concerts, corporate events, and other competitions. Generally speaking, the City used the facility for whatever event was requested with the facility’s availability being the most significant criteria for its use.

The City has also leased the premises to professional sports franchises on several occasions. The franchises that have been primary tenants of the facility include the five Professional Baseball franchises: the Brooklyn Dodgers (1946-1949), Pittsburgh Pirates (1983), California Angels (1984-1986), Nashua Pride (1998-2008), and Nashua Defenders (2009). The City has also leased the facility to Semi-Professional franchises and, on a much lesser scale, to organizations such as New Hampshire Phantoms Soccer and Granite State Football.

While the facility was extensively used for multi-purposes over numerous decades, little or no investment was made by way of capital or playing surface improvements or proper maintenance. At least one exception to this appears to be a period in the 1970’s when the facility was condemned and deemed unsafe for public events. It appears that at least some capital improvements were made during that time to make the facility safe enough to hold public events. Additionally, while the facility was utilized for multi-purposes, it was, and remains, a facility best suited for Baseball events.

While not a Primary Tenant, the City has also leased the premises to private entities for the purpose of conducting concerts during the early 1990’s.

In 1998, the facility was extensively renovated by the City Parks and Recreation Department. These renovations included, but were not limited to, permanent capital improvements and a complete professional installation and re-grading of the playing surface.

In 2002, the facility underwent extensive structural renovations and saw the construction of a new press box level and sky box level. The project also included the construction of team offices. The City has undertaken a significant effort in maintaining the facility since these extensive renovations were completed.

Summary of Recommendations

The message from the committee is that the stadium will survive and by maximizing our efforts and controlling cost the city can lower the total operational costs. The potential of generating revenue to equal the previous lease payment is very realistic. This would, however, require the cooperation and involvement of many different City Departments, Local Businesses, Non Profits and citizens working together.

The schedule-the schedule has filled up quickly and there are about 110 games / events to date. Facility users to this point include:

- Public and Private High Schools and Colleges
- Local Babe Ruth, Senior Babe Ruth and Legion Baseball Teams
- Local AAU Baseball Teams
- Lowell All Americans of the New England Collegiate Baseball League
- Lowell Spinners/Portland Sea Dog Camp
- PAL Carnival
- Corporate Event
- Potential for Concerts and Festivals

User fees- the committee would like to see the attached fee schedule put into place. There are some decisions that need to be made regarding the fees. Where do the fees end up? Should the fees go into the general fund, be put into a special revenue account, or put into the existing trust account? We should all be aware that establishing a fee system is going to add to the work load of the department. Invoices will need to be sent, funds collected, and past due accounts contacted. The current schedule that has been put in place at the time of this report has potential to collect \$7,150 (38 events/26 days) in revenues. It should be noted that with all the discussions we have had, there has been no organizations taking issue with the proposed fees. User Fees will require approval from the appropriate board(s).

Marketing sponsorships and advertising- there was plenty of discussion among our members regarding advertising. The recommendation is to pursue advertising of the stadium. Additional help or assistance from other city departments such as Economic Development and Community Development would be needed to get the full impact of the advertising potential. The idea of hiring an outside firm to pursue advertising dollars will have a cost associated with it, but the costs may be justified in the potential revenues that may be generated. Marketing and Advertising will require approval from the appropriate board(s).

Concessions- the committee agreed to have a contract with a concessionaire with the understanding that they would only be needed for ticketed events, the Fourth of July, and other large events. The committee did not feel that the concessions should be opened during youth sporting events. The committee felt that the concessionaire should use vending machines as much as possible for these events. Concessions will require approval from the appropriate board(s).

Concerts and special events- the committee agreed that having small scale concerts and events are a good way to get our feet wet in understanding how these events are produced. The committee also feels that the city has to develop a signature event for the stadium like the stroll is for down town or the rib fest is for the Rotary. This event could be a microbrew fair, chili contest, dog show, car show or any major event that will be tied to Nashua each year. The ideas of a pro wrestling event, a regional PAL boxing tournament and other special events have also been discussed.

Policies and procedures-the committee recommends that there be a set of written policies regarding the use of the stadium and its infrastructure. The policy you will see is very similar to the policy regarding the band shell at Greeley Park and the policy regarding the use of the auditorium at the Elm Street Middle School. This policy template comes to us from the City Clerk and has been modified to fit Holman Stadium.

Policies and procedures will require approval from the appropriate board(s).

Operating costs- there is a potential to reduce the operating costs of the stadium. Savings in overtime can be made with schedule adjustments and the reduction in scheduled events. Overtime savings can also be made with better rain tarp management. Utility savings will be made with the reduced use of the suites, team office, concession areas, and locker rooms. The purchase of janitorial supplies should also show savings. Overall savings are estimated at \$23,000-\$25,000 or 9.3%-10.65% of last years operating costs.

Holman Stadium Fee Structure

Youth up to high school level and city run programs- No Fee

AAU, College and other adult teams practice or game- \$100 / Day \$150 / Night
Additional \$25 fee for locker rooms

- 2 Day Tournament (3 games per day max) - \$500
- 2 Day Tournament (4 games per day max) - \$650
- 3 Day Tournament (3 games per day max) - \$700
- 3 Day Tournament (4 games per day max) - \$850
- 4 Day Tournament (3 games per day max) - \$900
- 5 Day Tournament (3 games per day max) - \$1100

Additional \$25 fee for locker rooms

Professional or Collegiate League Games- Negotiated % of tickets sales and concessions
Includes locker rooms

Corporate events- \$600 / Day \$650 / Night

Concerts- No per day charge. Concessions, Tickets Sales and percentage of merchandise sales will be negotiated. Field protection / damage will be the responsibility of the rental group.

Expos and Fairs- \$25/Per table charge for each vendor along with ticket sales

Portable Stage Fee

Set up and take down \$500 straight time \$750 off hours

Stadium Clean Up Fee

Number of spectators	Straight Time	Off Hours
0-500 people-	\$200	\$350
500-1,500 people	\$300	\$450
1,500-3,000 people	\$400	\$600
3,000+	\$600	\$750

Skybox rental fees

Center Box- \$300 per event

Rates determined per event- may be rented as part of a larger advertising package

Side Suite- \$150 per event

Rates determined per event- may be rented as part of a larger advertising package

Holman Stadium Advertising

Outfield Wall- Yearly Rates

Large	Size: 8' x 16'	\$2500	(8 Available)
Med	Size: 8' x 8'	\$1500	(12 Available)
Dugout Roofs	Size: 4' x 12'	\$1000	(2 Available)
Small	Size: 8' x 4'	\$500	(8 Available)

(This price includes sign, installation and maintenance by Parks Department)

Stadium Sponsor Levels

Platinum Corporate Sponsorship- Cost: \$7,500-\$10,000 (two sponsorships available)

Included in this package are:

- One (1) 8' x 16' wall sign (including sign, installation and maintenance)
- One (1) 4 x 6 banner on the exterior concourse of the building (near luxury boxes, including sign, installation and maintenance)
- Company logo and hyperlink on City Website
- Name and logo printed on all materials publicizing events at Holman Stadium
- One (1) interior luxury box guaranteeing 20 seats to any/all events including Fourth of July, Collegiate Baseball Games, Concerts, Expos, Fairs and Youth Baseball
- Five (5) front row parking in the Holman Stadium lot.

Gold Corporate Sponsorship- Cost: \$5,000-\$7,500 (four sponsorships available)

Included in this package are:

- One (1) 8' x 8' wall sign (including sign, installation and maintenance)
- Company logo and hyperlink on City Website
- Name and logo printed on all materials publicizing events at Holman Stadium
- One (1) exterior luxury box guaranteeing 20 seats to any/all events including Fourth of July, Collegiate Baseball Games, Concerts, Expos, Fairs and Youth Baseball

Silver Corporate Sponsorship- Cost: \$2,500 (eight sponsorships available)

Included in this package are:

- One (1) 8' x 8' wall sign (including sign, installation and maintenance)
- Company logo and hyperlink on City Website
- Name and logo printed on all materials publicizing events at Holman Stadium

Soft Drink Agreement with Coke or Pepsi and Bellavance Beverage. As part of a soft drink agreement, either Coke or Pepsi would be one of the two available platinum sponsors.

Bob Dufrense- Marketing and Advertising Analysis

In-stadium advertising-It is my belief that the suggested ad rates for the in-stadium signage are far too low. While there had been some historic “push-back” with respect to the pricing from the professional teams, I believe the signage could be and should be part of an overall exclusive package offered to business across the Nashua region. I suggest the large/medium/small signs could be offered for a minimum of \$5,000/\$2,500/\$1,000 and the Dugout roofs could be sold for \$1,500.

Discounts- Multi-year contracts could offer some level of nominal discounting such as 10% off years 3-5.

Benefits-The “sale” of the advertising package should include the use of the park for one-day corporate outings. The park’s concession service could be made available for an additional fee or the facilities could be made available for the company’s own food service provider.

Additionally, potential customers should be educated on the new Holman Stadium policies of focusing on our youth and non-professional sports teams and how advertising will not only benefit the firm, it will also benefit the community in which they derive their own customers and employees.

There are NH-based firms that can solicit potential customers but their fees can be as high as 50% of gross revenues and would detrimentally impact the potential positive revenues derived from the advertising. Regardless, potential targets should be encouraged to participate with a letter from the Mayor as a means to open dialogue.

Website development- An online presence is an important part of making Holman stadium a more recognized asset to our community.

I would recommend adding a page to the www.gonashua.com website dedicated to the Stadium. Images of the park both inside and out along with a seating guide will give web viewers an impression of the park even before they visit. Also, a master schedule will give viewers access to the many games played in the park.

Lastly, search engine optimization and low-cost online advertising should be considered to drive web traffic and encourage people to visit the facility. If the city does not have this expertise in-house, private firms can do this work for a nominal fee.

501(c) 3 status. It may be possible to create a non-profit entity (Friends of Holman Stadium, for example) with which corporations can donate to and receive a tax deduction for their contribution. The monies contributed can then be used to pay for the parks expenses.

While the park is obviously used for baseball, it most certainly should be considered for other activities, as long as those activities do not damage the ball field. Activities may include farmers markets and car shows, which would make use of the stadiums prodigious parking while not affecting the field. Today’s Nashua Farmer’s Market is small and hindered by the lack of parking near the Main Street Bridge. The start/finish

line for local road races may be another possible use. Pricing for these venues would be small, but their impact on the stadium would be equally small.

Lastly, I will include a list of potential advertising customers with the hope of getting us to “think out of the box.” While many of the city’s local businesses are often asked to bear the burden of supporting the local sports programs, I believe the regional and national chains are often overlooked because the “decision maker” is often in another geographic locale. So while the local hospitals, banks, home builders and beverage distributors are desirable advertising clients, I believe our sites should also be set on firms like Home Depot, Lowe’s, Citizen’s Bank, Bank of America, Best Ford, Nashua Corp and BAE. While these firms are large and often multi-national, our city’s citizens make a significant impact upon their businesses and they should return the favor to our community.

The following concessions contract outlines the suggestions of the committee for the 2010 season at Holman Stadium.

Concession Recommendations

CONCESSIONS CONTRACT

Between

City of Nashua and _____

Concession Rights for Holman Stadium

1. The basic contract period is for the 2010 sports season, with a City option for 2011. Each sports season is from April to October. The concessionaire for Holman Stadium shall provide food and beverage service at the facility for the full duration of all events at which The Park & Recreation Department determines concessions will be sold.
 - A. Concessions will be available during all ticketed events and the City Fourth of July celebration. The concession area shall include the stadium and surrounding parking area.
 - B. Individuals or corporations renting the stadium will need to contact the concessionaire directly to negotiate rates.
 - C. Concessions will not be available during all other youth sporting events or other events as determined by the Parks and Recreation department.
- Final reporting of gross sales and amounts paid to non-profit organizations will be provided by the Concessionaire to the City by December 31 of each year.
2. Mobile units will be allowed at this facility with the written permission of the Division of Public Works, Parks and Recreation Department Superintendent at least (5) five days prior to the designated event.
3. No glass bottles are to be used in the sale of any liquid refreshments at the concession stand or mobile units or on the premises. The Holman Stadium beverage provider is _____. The concessionaire must contract with this provider. Alcoholic beverages may be sold by the concessionaire or a third party designee of the concessionaire with written permission from the Division of Public Works, Parks and Recreation Department Superintendent at least (5) five days prior to the designated event. Any additional permits related to the sale of alcohol are the responsibility of the concessionaire.
4. There shall be no sub-contracting to a third party except with the express written permission of the Division of Public Works, Parks and Recreation Department. The request to sub-contract shall be submitted in writing to the Superintendent, no later than five (5) work days before the event and include evidence that such third party vendor is in full compliance with all requirements of this agreement.
5. The concessionaire shall have the concession rights at all ticketed events taking place at the facility during which the Park Recreation Department determines concessions are to be sold. Non-profit organizations that have traditionally sold refreshments at their events will work with the concessionaire of record. They shall continue to receive every consideration, but will not be allowed access to the vendor's equipment or stores. The non-profit will receive fifteen (15) percent of the gross sales (excluding state sales taxes) at each event held during the term of this contract. Volunteer groups will register through the Park Recreation office. The City will develop mutually

agreeable guidelines as to managing the relationship with non-profits. Minimum standards as to personnel, notification to Concessionaire, and responsibilities will be set and enforced by the Park & Recreation office. The non-profits must agree to the requirements in order to participate in the profits. The concessionaire will forward payment to the non-profits within two (2) weeks of the event.

6. A menu describing items to be sold shall be submitted, including quantity and prices of each item. Prices cannot be changed during any sports season. The City realizes an obligation to the public to keep prices reasonable. Items may not be added to the menu or prices changed without the prior approval of the Division of Public Works, Parks and Recreation Department. The concessionaire must provide reason (s) for requesting changes. The concessionaire has the authority to adjust menus based on weather conditions.
7. The concession area at each location must be kept neat and orderly in accordance with Board of Health regulations and all merchandise dispensed must be of good quality. A Health Department Food Service License is required to be maintained in good standing for the duration of this agreement. A copy of the license is to be submitted to the Division of Public Works, Parks and Recreation Department at least five (5) days prior to the first scheduled event. All other regulations and documentation required by the City and/or State of New Hampshire must also be satisfied.
8. Concession Area Specifications: Holman Stadium houses its concessions stand with related openings, electrical receptacles and sinks on three levels of the stadium.

The concessionaire is responsible for providing equipment to support the proposed menu and to conform to all City Health regulations.

The concessionaire is responsible for the spring start up and fall winterization of the concession stands and equipment including the cleaning and inspections of grill hoods, deep fryers, and grease traps.

9. Certificates of General Public and Automobile Liability insurance and Workers Compensation insurance countersigned by a New Hampshire resident agent must be furnished to the City Purchasing Department prior to commencement of activities on City property. The certificate must list the facility, i.e., Holman Stadium. The limits of General Liability must be \$1,000,000. Per occurrence, \$2,000,000 aggregate, City of Nashua additional insured. Motor Vehicle Liability, when applicable, is \$1,000,000 combined single limit, City of Nashua additional insured. Workers' Compensation according to State Statute. The City of Nashua requires thirty (30) days written notice of cancellation or material change in coverage. The concessionaire shall maintain the required limits of liability for the life of the contract. The concessionaire is responsible for providing updated Certificates of Insurance to the City of Nashua during the life of the contract.
10. Holman Stadium facilities are the responsibility of the Division of Public Works, Parks and Recreation Department and are supervised solely by that agency of the City.
11. Payment shall be made in accordance with the following schedule:

Revenue for April, May and June will be due on July 15, 2010
Revenue for July, August and September will be due on October 15, 2010

The amount due represents a total of 30% of the gross income.

Separate arrangements will be made for large one-time events.

Payments shall be made by a check, payable to the "City of Nashua, Treasurer," and submitted to the Division of Public Works, Parks and Recreation Department, Greeley Park, 100 Concord Street
Nashua, NH 03064.

12. The City reserves the right to terminate the agreement in the event the contractor fails to meet the payment schedule or the provisions set forth in the agreement. Termination notice of five (5) days will be given

CITY OF NASHUA, NH

Mayor, City of Nashua

(Date)

Concessionaire

(Date)

Concerts and Special Events

It is the recommendation of the committee to strongly pursue concerts, expos, fairs, carnivals or other special interest events that may be beneficial to the community while at the same time increasing revenues at Holman Stadium. It is the general feeling of the committee that larger scale events such as concerts will require the assistance of many City employees, agencies, businesses and possibly the use of outside firms. These decisions would need to be made on a case by case basis by the Superintendent of the Parks and Recreation Department and other authorized employees of the City of Nashua.

The following is a list of special events that were discussed/recommended during advisory committee meetings:

Pro Baseball Tryouts	Collegiate Baseball Team (NECBL)	Collegiate Baseball Tournaments	High School Showcase Games	Adult Over 30 and Over 40 games
Vintage Baseball League Games	AAU Games and Tournaments	Legion/SBR/BR Tournaments	Chili or Food Cook Off	Hot Wing Cook Off
Antique Car Shows	Farmers' Market	Summer Sports Camps	Corporate Outings	Walk-A-Thons
Motivational Speakers	Beer Festival	Circus	Carnival	Art Festival
Special Olympics Site	Glee Club Competitions	Corporate Challenge	Comedy Shows	Dog Show
Boy/Girl Scout Camp Outs	Professional Skateboarding	UFC Fights	Wrestling Events	PAL Boxing
Golden Gloves Boxing	Concerts	Catholic Concert Series		

The Parks and Recreation Department, along with the assistance of committee members, has begun the process of researching events to be held during the 2010 season. The determination has been made to pursue the following events in addition to the normal scheduling of baseball events for 2010:

- Legion/BR/SBR Baseball Tournaments
- Adult Over 30 and Over 40 Games
- AAU Games and Tournaments
- Beer/Food Festival
- Concerts
- Carnival
- NECBL Games/Team

Other potential events for 2010 include:

- Corporate Outings
- Comedy Show
- Walk-A-Thons

Micro Brew/Food Festival- This is event that the City of Nashua could call its “signature event”. Microbreweries, breweries, wineries and distributors from New England would be invited to purchase a table at these events to serve their product to residents and non-residents of the City of Nashua. The cost of a table is \$25/vendor. By purchasing a table, vendors would have the ability to serve their product in 3 oz. samples along with selling their product to those in attendance. Local food vendors/restaurants would also be invited to purchase a spot at the event where they would work with the concessionaire to serve a variety of food for sale to the public. Event attendees would be required to purchase a ticket to the event and would be under strict supervision by trained alcohol awareness personnel. Along with the ticket to the event, patrons would received a fixed number of drink coupons along with a souvenir drinking glass to take home with them at the end of the day. The event could be held either inside the facility or in the parking lot. The City of Nashua would hire local entertainment to play throughout the course of the event. The City of Nashua would need to partner with a local non profit charity group such as Lions Club or Rotary West in order to pull the appropriate permits and avoid being the party responsible for securing insurance (the non profit would be the subsidiary of the event)

Concerts- The Parks and Recreation Department has been in contact with an insider in the Concert/Promotion Business named James Quinlan. This gentleman has connections to concert promoters, bands, individuals, comedians, guest and motivational speakers, promotion companies, lighting/staging companies and many others associated with the concert industry. In conjunction with Disney (Walt Disney Corporation), we would like to put on a concert in either August or September containing one or two stars from the Disney world. Concerts such as this one are run two ways. Either Disney runs the operation in whole from start to finish or the group hosting the event would be responsible for certain aspects of the event, including staging, lighting, security etc. In either instance, we feel that this would be a beneficial event to the community along with being a relatively large money making opportunity for the City of Nashua. If run correctly, substantial money can be made in the following areas; parking, ticket sales, concessions, merchandise and financially throughout the community. Though the City of Nashua would bear the primary financial burden of this event, though sponsorship, promotion and sales we feel that we would easily recover costs along with the potential to make a large amount of revenue. To further protect the City of Nashua from loss, event/weather insurance may be purchased which would cover all losses in the event of a total washout due to all weather related events.

The City of Nashua should take any and all opportunities to apply for local, state and federal grants related to performing arts, cultural arts and/or event promotion.

Sponsorships will also play a large role in the ability of the City of Nashua to put on large scale concerts/events.

Concert Stake Holders

Health Department

- Vendors
- Restrooms

Risk

- Insurance Binders

Police

- Security
- Parking
- Traffic
- Road Closures

Fire

- Life Safety
- Egress
- Staging
- Show Special Effects

Building Department

- Structures
- Electrical Permits

City Clerk

- Permits

DPW

- Parking
- Stage
- Electrical Supply
- Field Protection
- Artist
- Show content and special effects
- Concessions & the sale of alcohol
- Clean up trash and recycling

Crowd Size

Bowl including Standing- 3,000

Add stage at second base +2,000 =5,000

Stage in the outfield+ 5,000 = 10,000

Holman Stadium Usage Policy

PURPOSE & FUNCTION

Holman Stadium is intended for the enjoyment of residents and visitors to our City. The Stadium is a multi-use facility capable of accommodating sporting events, performances, concerts, functions, and family-oriented cultural and social events.

Approved activities shall include the following attributes:

- Activities which are in accordance with policies and procedures approved by the City of Nashua;
- Activities whose physical needs can be met by the physical capabilities of the Stadium and park support facilities, e.g. parking, sanitation, and other park uses;
- Activities that do not disturb the peace of the surrounding neighborhood and community.
- Activities that are family-oriented, and intended for the general public.

RESERVATION INFORMATION

The Nashua Parks and Recreation Department, under the administration of the Parks & Recreation Superintendent, will handle all reservations and scheduling of events for the use of Holman stadium.

The Stadium is available for use any day from April 15 through October 1.

To use the facility, a *Facilities Reservation Application* must be submitted to, and approved by, the Parks & Recreation Department in accordance with department policies and procedures.

The priority for reserving the use of Holman Stadium shall be as follows:

- Recurring City of Nashua operated special events and sporting events.
- Other sporting events.
- New co-sponsored City events.
- Events for other non-profit organizations located in the City of Nashua.
- Events for non-profit organizations located outside of the City of Nashua.
- All other qualified events.

In the event that the stadium is leased to a professional or collegiate baseball team, the policies and procedures established within this document will be changed accordingly.

Holman Stadium reservations may be scheduled beginning January first of each year, in order to provide sponsors adequate time for planning and promotion.

The Superintendent of Parks or his designee shall issue a permit if the applicant's use will not:

- Detract from residents' entitlement to recreation;
- Unreasonably infringe on public health, safety or welfare;

- Interfere with facilities reserved for other uses;
- Interfere with traffic or burden public safety services; likely to cause personal or property injury; incite violence, crime, or disorderly conduct.
- Disturb the peace of the surrounding neighborhood and community;

The Superintendent of Parks may impose reasonable conditions upon the issuance of a permit based on the scope and size of the event. Such conditions may include, but not be limited to: police or fire details, portable bathroom facilities, traffic control, etc.

RENTAL FEES

A rental fee and security deposit shall be set and reviewed periodically by the Board of Public Works. The organizer shall pay all rental fees and all security deposits to the Parks & Recreation Department upon approval of the proposed event. Current fees are (See Attached Fee Sheet).

APPLICATION AND EVENT PERMIT PROCESS

A Facilities Reservation Application may be requested by calling the Parks & Recreation Department at 603-589-3370. Application for a permit to conduct an event on the Holman Stadium must be made in writing on such forms and in such a manner as prescribed by the City of Nashua Parks and Recreation Department. All information and all required documentation must be received by the Parks Department no later than thirty (30) days prior to the date of the event.

The application will be reviewed by the Superintendent of Parks and Recreation or his designee for its approval or denial. Notice of approval or denial of the application is made in writing to the event director. Applications will not be accepted more than twelve months in advance of the desired date.

Reservations are not transferable. The Stadium may not be sublet.

HOURS OF OPERATION

Holman Stadium hours of operation are 6:45 am – 11:00 pm, except as may be authorized under the direction of or by permission of the Superintendent of Parks.

Use of the Stadium sound system or amplified sound shall be limited to between the hours of 9:00 a.m. and 11:00 p.m., except as may be authorized under the direction of or by permission of the Superintendent of Parks.

No sound can be emitted between the hours of 6:45 a.m. and 9:00 a.m. on Sundays, except under the direction of or by permission of the Superintendent of Parks.

The organizer of the event shall be responsible for the orderly dispersal of the crowd following completion of the event and prior to the 11:00 pm closing time

MUSIC/NOISE

Music by DJ's and/or live bands is permitted but must be included on the *Facilities Reservation Application*.

No generators are allowed unless special permission is granted by the Parks and Recreation Department.

Volume must be kept at acceptable levels. If noise levels are found to be unacceptable, the event organizer will be notified. Once the organizer has been notified and no steps to correct the situation appear to have happened, staff may have all music or noise stopped.

LIGHTING AND ELECTRICITY

The Stadium has a 900 Amp service available for events. Additional electrical capacity to support the demands of the event shall be the responsibility of the organizer. The cost of additional electrical supply beyond the permanent service for Holman Stadium shall be borne by the organizer of the event. All necessary precautions shall be taken to protect the existing electrical service at the stadium from overload and damage.

ADDITIONAL REQUIREMENTS

No tent, sign, fence or other post placement or digging shall be allowed without written permission from the Parks & Recreation Department.

RESPONSIBILITY

The user will arrive and depart at the times specified on the *Facilities Reservation Application*.

The user will leave the Stadium clean and free of trash and leave the location in the same condition as it was found or better.

The user will make arrangements for delivery of special items such as tents, inflatable games, tables, chairs, etc. if previously approved by the Parks and Recreation Department. Delivery of any items on any day and time other than those specified on the Application is not permitted without prior written approval. Similarly, pickup of any items must be done within the time of the Application unless prior written approval is agreed upon.

The user assumes personal liability and responsibility for any and all costs of cleanup of the premises, loss, breakage, damage to or removal of City property and further assumes liability and responsibility for the conduct and good order of the group and its invitees and guests.

The organizer shall provide such insurance coverage as may be required by the City of Nashua's Risk Management Department.

The user shall be responsible for any and all loss, damage or injury to any and all personal property that it or its agents, representatives, invitees or guests, may bring to, store at, or leave at the event, and shall indemnify and hold harmless the City of Nashua

and any department, agent, official and/or employee thereof for any personal injury incurred during, or as a result of, such use.

Should inclement weather require an event to be canceled, the organizer shall be responsible for all incurred costs, except rental fees, of the Facilities Reservation agreement. The City staff has the authority to cancel an event due to weather if the continuation of the event will cause harm or damage to the facility.

The user further agrees to abide by all ordinances, procedures, policies, and rules governing the use of Holman Stadium.

Failure to adhere to any or all of the above policies or other stipulations or conditions placed on the *Facilities Reservation Application* may result in the rental group(s) being asked to leave the stadium, forfeiture of rental fee and/or deposit, and/or loss of future use privileges.

Group_____

Date of Event_____ Time of Event_____

Contact Printed Name_____

Contact Cell Phone _____

Contact Signature_____

Operating costs

Holman Expenses FY 2009

Labor

3 Lead Groundsmen-	78,700 (8 Months March – October)
3.5 Summer Help-	18,400
Overtime -	<u>30,538</u>
Total Labor	127,683

Facility Expenses

Utilities

Gas	10,689
Water	8,513
Electricity	<u>42,510</u>

Total Utilities	61,713
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General Facility	38,554
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Field Expenses	<u>17,000</u>
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Total Holman Expenses: 244,950

Staffing

Lead Groundsman Hours during the season

- 1- Mon - Friday 6:45 – 2:45
- 1- Tues – Sat 2:45 – 10:45
- 1- Sun – Thur. 2:45 – 10:45

Potential 2010 Operating Savings (\$23,000-\$25,000)

Utilities (potential savings \$10,000)

- Gas- Potential savings should come from less use of the suites, locker rooms, ticket office, concessions, and team office with air conditioning, heat and cooking gas.
- Water- Potential savings should come from less use of the suites, locker rooms, concessions, team office, rest room, laundry, and locker room usage.
- Electricity- Potential savings should come from less use of the suites, locker rooms, ticket office, concessions, and team office.

Overtime (potential savings of \$10,000-\$12,000)

- Games- Games requiring two attendants will not exist that will eliminate two days per week that over time was required if there was a professional game in the stadium. It will also eliminate some of the weekend morning prep hours that were required.
- Tarp- Putting on and removing the rain tarp off hours when team personnel where not on site was a large expense \$900 to put on or take off on overtime. The limited use of the tarp will provide savings.
- Seasonal Payroll- By going to a one attendant system and getting the Union to buy into a split shift the Sunday – Thursday attendant would be available to work days Tuesday, Wednesday, and Thursday. This would allow us to absorb the lack of having the team cleaning people while decreasing the need for one seasonal employee during the day.

Professional Services (Potential savings of \$2,000)

- Pressure washing- with less games the need to pressure wash the stands would go from three times per year to twice per year.

Janitorial (potential savings of \$1,000)

- Supplies-the cut back in games and attendance will result in the savings of purchased goods.